

CATALINA MARKETING[®] NETWORK



DATE: 10/16/97
MASTER CLU: 229327

DESCRIPTION : VIRGINIA SLIMS

VALUE : \$ 3.00

FROM CYCLE : 97-12 THROUGH CYCLE : 97-13

START : 11/03/97 STOP : 12/28/97

EXPIRE : 12 ROLLING WEEKS (03/22/98)

DISTRIBUTION
ESTIMATE : NONE DEAL # : 07253 OFFER CD : 07253

MARKET(S) : CHICAGO BALT/WASH NO. CAL NY/NJ/PHIL
MICHIGAN

TRIGGER : CLASS DESCRIPTION

0	MAIN TO ALT MC # 229328
1	DORAL CARTON

MANUFACTURER CPN EXPIRES 01/09/98

CHECKOUT COUPON[®]

**SAVE \$3.00
ON A CARTON**



VIRGINIA SLIMS
IT'S A WOMAN THING

07253

90293271
999903-1017-1441

VOID

GROCE: PHILIP MORRIS DEPT 28200
1 FAWCETT DR., DEL RIO TX 78840
07253



28200-41287 9



(8100) 0 07253

SURGEON GENERAL'S WARNING:
Smoking Causes Lung Cancer,
Heart Disease, Emphysema, And
May Complicate Pregnancy.

8 mg "tar", 0.7 mg nicotine av.
per cigarette by FTC method.

LIMITED TO SMOKERS 21 OR OLDER

(c) Philip Morris Inc., 1997

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